

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Lovable Products International, Inc.		02/22/2007	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Lovable World Trading Co., Inc.
Street Address:	1120 Avenue of the Americas, 4th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10036
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	78787418	THE LOVABLES
Serial Number:	78878796	LOVABLE
Serial Number:	78878787	LOVABLE
Serial Number:	78775140	LOVABLE
Serial Number:	78777318	LOVABLE INTERNATIONAL

CORRESPONDENCE DATA

Fax Number: (800)383-4756

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212.292.4232

Email: dcolby@colbylaw.com

Correspondent Name: David L. Colby

Address Line 1: 521 Fifth Avenue, 17th Floor

Address Line 4: New York, NEW YORK 10175

NAME OF SUBMITTER:

David L. Colby

900070807

TRADEMARK
REEL: 003492 FRAME: 0892

OP \$140.00 78787418

Signature:	/david l. colby/
Date:	03/05/2007
Total Attachments: 2 source=lwtcassign[1]#page1.tif source=lwtcassign[1]#page2.tif	

AGREEMENT FOR ASSIGNMENT OF TRADEMARKS

THIS AGREEMENT is made as of February 27, 2007, between Lovable Products International, a New York corporation ("Assignor") and Lovable World Trading Co., Inc., a New York corporation ("Assignee") with reference to the following facts:

I.

Assignor is the owner of the following trademarks:

1. Serial #:78787418 Mark:"THE LOVABLES"
2. Serial #:78878796 Mark:"LOVABLE"
3. Serial #:78878787 Mark:"LOVABLE"
4. Serial #:78775140 Mark:"LOVABLE"
5. Serial #:78777318 Mark:"LOVABLE INTERNATIONAL"

II.

Assignor wishes to assign the Trademarks to Assignee and Assignee wishes to accept such assignment.

THEREFORE, the parties agree as follows:

1.

Assignment.

For good and valuable consideration, the sufficiency of which is agreed upon by both parties, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademarks, the Applications and/or Registrations (hereinafter described), and all goodwill annexed to the Trademarks.

2. Representations and Warranties of Assignor.

Assignor represents and warrants to Assignee as follows:

- a. Clause I, above, sets forth (i) a true and accurate identification of each registered and unregistered trademark, service mark, trade name and slogan, and each registration and application for any of the foregoing (collectively, the "Applications");
- b. Assignor is the owner of all right, title and interest in and to each item of the Trademarks and Applications, free and clear of all liens and encumbrances;

3. Assignments.

Assignor shall execute and deliver to Assignee assignments in the form reasonably prescribed by Assignee to effect assignments of the Registrations. Each of the parties shall execute such further documents and other papers and perform such further acts as may be reasonably required or desirable to carry out such assignments.

4. Miscellaneous.

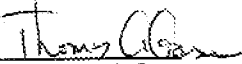
- a. This Agreement is intended to embody the final, complete and exclusive agreement among the parties with respect to the Trademarks; are intended to supersede all prior agreements, understandings and representations written or oral, with respect thereto; and may not be

contradicted by evidence of any such prior or contemporaneous agreement, understanding or representation, whether written or oral.

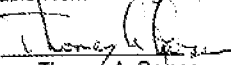
b. This Agreement is to be governed by and construed in accordance with the laws of the State of New York applicable to contracts made and to be performed wholly within such State, and without regard to the conflicts of laws principles thereof.

INTENDING TO BE LEGALLY BOUND, the parties hereto have duly executed this Agreement as of the day and year first above written.

ASSIGNOR:
Lovable Products International

By: 
Thomas A. Garson
Its: CEO

ASSIGNEE:
Lovable World Trading Co., Inc.

By: 
Thomas A. Garson
Its: CEO